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THEME:

**THE IMPACT OF PRICES AS MIX MARKETING ELEMENT IN THE
DECISION-MAKING OF CUSTOMERS**

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INTRODUCTION

In this paper, we give the description of the fundamentals of consumer behavior and the behavior process of the decision-making to purchase, as well as the forms, such as: mix marketing, the price policy, and purchase models.

In this paper are elaborated elements of promotion and behavior of consumers, starting from the notification of the terms, the definition of marketing, mix marketing, price policy, consumer behavior, perception in consumer behavior, motivation, emotions of consumers, lifestyles, and all stages in the process of decision-making to purchase, starting from the need to purchase, collection of information, evaluation of alternatives, purchase models etc.

The paper is systematized to understand the importance of the price, as the marketing mix element, which enables the transformation of information and persuading of customers to take a decision to purchase.

Often, we find that citizens are confused with price that connects a product if indeed that is the real value of the price for that particular product, then the consumer access to products which have a high price in relation to the product quality, product importing or export, the product extension period, effects of product, etc.

Therefore, it is important in the context of this survey to provide scholarly basic knowledge on the impact of price quotes and consumer behavior based on the cost approach in the decision-making process because the other researcher generations will be concerned in terms of purchasing that on which factors are they based on to purchase a product.

Competition, import of the product, product export, quality, state economic policies, open market economy, etc. play an important role in the determination of the product prices. Usually, quality products have powerful marketing because they tend to raise the prices in order to create a monopoly in domestic and international market so that consumers focus only on unique product quality (coca cola, snickers) by not taking into consideration the price.

CONCLUSION

Customers often approach to purchase without thinking, not choosing quality products as a result of misleading marketing.

Also, changing of prices depending on the market development make the consumers choose products of marketing rather than products that do not have a marketing and a cheaper price in the market and are cheaper.

As a result, consumers should be informed on the positive and negative aspects of mix marketing to be able to choose for the right purchase.

It is important that consumers be informed about the appropriate behavior in the decision-making process for purchases considering the purchasing models. Also, the customer under this has a greater certainty in the product selection for purchase.

Important features are the types of purchase, emotions, and motivations to which the customer must be connected during the purchase process.

Therefore, this paper presents enabling aspects for consumers to connect with the decision-making process considering on the one hand the marketing and its impact on products and on the other prize, and price policies affecting the mix marketing in the decision-making process of consumers.

Another important role in this research has the questionnaire which has been answered in the field by consumers, which have yielded quite significant data relating to the price impact process in the behavior of consumers in the decision-making process for purchasing any product considering the factors of changing prices, such as: loyal competition, import, export, marketing, free market economy, supply, action, etc.